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CULTURAL HERITAGE AND PROMOTION OF TOURISM: A STUDY OF DAKSHINA KANNADA DISTRICT IN KARNATAKA

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CULTURAL HERITAGE AND PROMOTION OF TOURISM: A STUDY OF DAKSHINA KANNADA DISTRICT IN KARNATAKA

1. Introduction

Tourism is one of the largest and fast-growing industries in the world today. It plays a crucial role in a country's economy as it provides wide-ranging opportunities for employment, contributes to the balance of payments, and helps economic growth particularly in remote and backward areas. It also strengthens national integrity and promotes international understanding by intensifying socio-cultural exchanges among people from different regions and countries.

Most early travel was associated with trade and commerce. Throughout history, traders and merchants have traveled to far off lands in order to trade with other regions and communities. Travelers from distant lands started moving about in large numbers and visited many places for purpose of commerce. Trade relations gradually matured into cultural relations and better understanding of each other's way of life. Although trade and commerce continued to be a strong force for many travelers to undertake journeys to distant lands, seeking new knowledge and exploring the unexplored lands was also a strong urge in travelers.

Today more and more number of tourists are looking for activity based tourism products viz, adventure tourism, eco-tourism, agri- tourism, rural tourism cultural and heritage tourism. Majority of tourists travel to visit heritage sites in the recent years. Heritage tourism is a new term coined in the industry in order to attract the attention of the tourists and promote heritage tourism.

Heritage tourism is one of the leading industries as travellers increasingly seek experiences which provide insight into history and culture. Many tourists want to learn about the history of people and their community. Visiting historic and cultural sites is one of the most popular tourist activities today. Heritage tourism may be defined as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. India has been considered to be a land with rich cultural heritage. Centuries after centuries, India has seen rulers like Rajputs, Mauryas, Kadambas, Chalukyas, Rastrakutas, Cholas besides various religions also flourished at different times in this country. All these factors have played their role in making an impact on the heritage tourism in India. One could easily traces different cultures in music, dance, architecture, festivities, languages spoken, traditional beliefs and customs, food and many more. It is the development of these aspects of life that makes the heritage tourism of India one of the most vibrant and most exhaustive. (Chawla R: 2005)

Since Dakshina Kannada has immense opportunity to offer well designed bundled tourism mix, it can be the finest destination for millions of tourists. Folk dance forms, Folk Games, heritage sites and religious sites are the major areas of this study. From this context this research addresses various challenges and the opportunities associated with promotion of Heritage tourism in Dakshina Kannada. The study also attempts to catch the attention of policy makers in terms of promoting Tourism using Cultural Heritage in Dakshina Kannada. This research also aims at identifying the gap between destination development programmes and the policy making in promoting tourism through heritage development of Dakshina Kannada.

Coastal Karnataka is stretched from North-most tip Karwar to the Southern tip Mangalore which is compressed of Uttara Kannada, Udupi and Dakshina Kannada districts. Coastal Karnataka has well connectivity of road, rail, and water and air transportation. The coastline is bounded by Arabian Sea to its West and Western Ghats to the East. Mangalore, the capital of Dakshina Kannada was the centre of trade and commerce even before 10^{th} century. Mangalore, Bantwal, Puttur and Sullia taluks constitute Dakshina Kannada district. Mangalore is the district headquarters which is the sea shore city. The city is well known for its demographic and geographic diversity.

There are immense opportunities in promoting tourism through cultural heritage in this region. Dakshina Kannada is a prominent educational hub hence there is large scope to study and create awareness among the people about need and essence of cultural heritage. Simultaneously, the cultural heritage products of Dakshina Kannada face many challenges such as lack of effective policy-implementation, lack of vision, lack of awareness among the people and overall negligence etc. from this perspective the study identifies the potentiality of heritage tourism in Dakshina Kannada and the challenges associated with it. The study also suggests various measures to overcome these challenges. The study will also glance over the recent tourism policies of Karnataka and its contribution to develop cultural heritage in Dakshina Kannada.

2. Concepts used in Research

Cultural heritage has a wide range of potential benefits, a strong market potential, and has seen a surge in popularity and implementation in various places in recent decades. Many local government agencies, preservation groups, and economic development advocates have a very positive view of heritage tourism, since it can be a powerful engine of economic growth while

help improve the quality of life for local communities. Promotion of Tourism through Cultural heritage focuses on the opportunities and challenges and developing the cultural heritage sites of Dakshina Kannada district of Karnataka. The cultural heritages face various problems which will have to be sorted out immediately. There shall be a systematic study on the sustainable practices need for the development of this region.

- **Tourism** can be defined from various terminologies. World Tourism Organization, (1991) defined tourism as "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited".

- **Marketing:** Marketing is the process of making the goods flow from the producer to the target customer.

- **Promotion:** Promotion is a process in which various ideas and concepts like advertising are used to educate the people towards a product or service and making them to purchase such products.

- **Cultural heritage Tourism:** According to the U.S. Department of Commerce and the President's Committee (2005), cultural and heritage tourism—"travel directed toward experiencing the arts, heritage and special character of a place." The committee identifies specific characters and the qualities of heritage tourists.

- **Heritage and Tourism**

Heritage and Tourism Heritage is using the past for the present through the 'production, consumption and regulation of the cultural, political and economic meanings of the past'. Lowenthal (1994:43)[1] notes that 'heritage distils the past into icons of identity, bonding us with precursors and progenitors, with our own earlier selves, and with promised successors". In that sense, heritage is a set of ideas, symbols and events that establishes and reinforces the social cohesion and identity, real or imagined, of a group of individuals. However, it is crucial to note that heritage is not history. "Heritage has greater symbolic meaning than the object, time or

place that is the historical reference".

The term "heritage" is naturally controversial since it implies at worst, an arbitrary and selective bogus history that trivializes the historical variety of social experiences of class, gender and ethnicity and at best offers a new kind of interest in and understanding of the past[2], it is hardly surprising, then that heritage tourism is equally vexed. Tourism involves the "transformation of the object and place into attractions, their gradual movement from a setting to a representation of a setting." Heritage tourism involves the connection of tourists with a sometimes constructed, often mythical, past by promoting "a vicarious experience that depends on using objects or locations as means of entering into or living in the past."[3] Of course heritage is itself the result of a discourse over 'which representation from a variety of interpretations of place, will dominate' and the sites themselves are this discourse materialized.

Heritage tourism is not merely tourist activity in a space where historic artifacts are presented. Rather, heritage tourism should be understood based on "the relationship between the individual and the heritage presented and, more specifically, on the tourists perception of the site as part of their own heritage." Furthermore, the "differences in perceptions of a site are reflected in difference in reasons for visiting a site. The link between the individual and the site is at the core of the understanding of heritage tourism as a social phenomenon." At heritage sites, visitors experience a "merging of the real and imagined which makes the visit more meaningful." As such, heritage sites are highly symbolic, for they connect visitors to the personal and collective memories that comprise their identities.

3. Review of Literature: An Overview

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and as such do not report any new or original experimental work. Also a literature review can be interpreted as a review of an abstract accomplishment. Most often associated with academic-oriented literature such as a thesis or peer-reviewed article a literature review usually precedes a research proposal and results section. Its main goals are to situate the current study within the body of literature

and to provide context for the reader Literature reviews are a staple for research in nearly every academic field**.**

The researcher has reviewed 29 Indian and 64 foreign studies relating to the research topic for the purpose of colloquium, the researcher has presented limited no. of studies as under :

3.1 Indian Studies:

Parineetha B.R., (2005), revealed that 54% of the tourist enjoyed their stay in India and were interested in this monumental heritage aspect and they were mainly from Europe and America. About 48.3% of the tourists felt that the beautiful and natural scenery created in them an urge to visit India. According to the survey reports many foreign visitors would be delighted to have an opportunity of watching the performances of dancers and singers in India. Finally, the author concludes that the India is a large populous country with a great past and great tradition.

Prof. Nagapathi K.S, (2012), studied that, the Tourism Development a New Approach, Culture has been viewed as information and communication system. Cultural tourism is frequently used to describe certain segment of travel market. It may be associated with visit to historical, artistic and heritage attractions. The United Nations World Tourism Organisation has given definitions. The author concludes that, Cultural tourism includes Movements of persons for essentially cultural motivations such as study tour, travel to fairs and festivals, and other cultural events, visits to sites and monuments, folklore arts and pilgrimages.

Sharma Arun and Sharma Suman, (2017), observed that, Incredible tangible and intangible heritage of India play a vital role towards the nation's overall growth and development. This study suggests that heritage can act as an important holistic development tool for the overall community development. The study provides ample scope and opportunities towards heritage tourism development in India as per stakes of local community. Finally, the authors conclude that the government should ensure local community satisfaction while planning for tourism development.

Ashwini S, (2021), studied that, the development of cultural and heritage tourism of India. The research is based on divergent views, which has been expressed by contemporary historians. Cultural heritage refers to those monuments or group of buildings and sites with universal

aesthetic, archaeological, scientific, ethological or anthropological value. The author concludes that the local people have responsible for conserve world heritage sites to future generation.

Kumar Sunil Patnaik, (2004),[4] "Heritage Tourism (Places of Tourist interest in the District of Puri)", in his conceptual paper describes the beauty of Puri as a heritage tourist destination. However, the paper doesn't throw light one any aspect of development associated with Heritage tourism of Puri.

3.2 Foreign Studies:

Jin Huh, (2002), ***Tourist Satisfaction with Cultural and Heritage tourism in the United States,*** while addressing the issues of tourists' satisfaction in a destination identifies that comprehending what tourists seek at cultural/heritage attractions will help tourism marketers better understand their customers. The study also stresses that identifying which attributes satisfy the tourist who visits cultural/heritage destinations will help tourism planners develop appropriate strategies to attract their customers and serve them effectively. Among the most, knowing who the satisfied tourists are may help reduce marketing costs and maintain cultural/heritage destinations' sustainability. Thus, the study concludes that the service providers need to understand the tourists and their need first so that they can frame strategy which will satisfy the requirements of different segments.

One of the major challenges in cultural heritage tourism promotion in India is segmenting the tourists. In India majority of people believe that heritage tour is nothing but religious travel where most probably temples are been shown to the tourists. It is the immediate action required that the people will have to be educated towards separating the both as the different aspects.

Bernardo Peredo, (2015),[5] "Tourism in Indigenous Communities: Challenges and Opportunities," in his article brings out the various issues of social entrepreneurship in indigenous tourism. The article reviews the origins and development of tourism business, and draws on participant observation research, interviews, surveys, and economic analysis to illustrate the lessons learned and challenges faced. As according to him Indigenous enterprises are increasingly seen as an important community development tool, in recognition of their

economic contribution in bolstering stagnating rural economies and diversifying economic sectors, and their ability to unify community members. The research article focused on theory of social entrepreneurship and its practical applications to address social and environmental challenges. At a snapshot the article explores how this Indigenous venture, San Miguel del Bala, is creating sustainable and transparent economic initiatives for the community.

Jeff Bennett, (2000),[6] "Natural Heritage Valuation Methods: Applications to Culture Heritage, International Conference on Challenges for Heritage Conservation and Sustainable Development in the 21st Century," in his theoretical paper investigates the potential for cultural heritage applications of Choice Modelling, a non-market valuation technique that has been developed over the past five years in the context of environmental protection. A feature of Choice Modelling is its ability to yield a breakdown of the value a heritage protection proposal provides into its component parts–such as the so-called "use" and "non-use" values.

R.W. Butler, (2000), **"**The Loss of Regional Heritage and the Development of Regional Heritage Tourism in Western Countries: A Recurring Paradox:, International Conference of Challenges for Heritage Conservation and Sustainable Development in the 21st Century", in his research paper concentrates on the changes that have occurred in recent years and will then discuss the problems and conflicts that have emerged as a result of the use of rural areas for tourism and recreation in western countries. The author concludes the paper with the discussion of the problems posed by attempting to integrate tourism into the rural landscape in the absence of knowledge about the phenomenon and its effects.

Cheryl M. Hargrove, (2010),[7] *Heritage Tourism*, finds that Heritage tourism's popularity, though, also stems from the opportunity to educate. The American heritage traveller is older, better educated, and more affluent than other tourists. Mission-driven institutions managing historic sites recognize that heritage tourism provides a unique opportunity to inform people on the importance of preserving and protecting America's treasures.

Cultural heritage tourism has gained a substantial attention in the tourism industry in recent years. Because travellers are becoming more and more interested in opportunities to learn about places through their art and history, cultural tourism consistently grows.

4. Review Summary & Research Gap

Cultural Heritage have significant role in the development of tourism. Earlier researchers have focused on how the cultural heritage impact on the tourism promotion of various destinations. No study has been conducted on the cultural heritage tourism promotion in Dakshina Kannada district of Karnataka. The study aims at identifying significant relationship between cultural heritage and promotion of tourism.

5. Need for the Present Study

The present study on cultural heritage and promotion of tourism is important to understand how to preserve the cultural heritage for the future and to know how promotion of cultural heritage can help attract more number of tourists, which in turn help in economic development, local people involvement and sustainable growth of tourism. This region is rich in cultural heritage and the study is on some of the heritage tourism products to know the importance of these tourism products in promoting tourism. This made us to select the topic "Cultural Heritage and Promotion of Tourism: A Study of Dakshina Kannada District in Karnataka".

6. Objectives of the Study

This empirical study "Cultural Heritage and Promotion of Tourism: A study on Dakshina Kannada district in Karnataka", has the following objectives:

a) To study the role of cultural heritages in promotion of tourism in Dakshina Kannada district.
b) To bring out the significance of selected cultural heritage products and promotion of tourism in the study area.
c) To identify the opportunities, challenges and encounter problems associated with cultural heritage as tourism products and in promoting tourism products through cultural heritage of Dakshina Kannada district.
d) To know the role of government in marketing and promoting tourism through cultural heritage of Dakshina Kannada district.
e) To evaluate the perceptions of respondents on various issues of cultural heritage and draw meaningful and logical conclusions.

f) To suggest ways and means to make cultural heritage products as a tool to promote tourism.

7. Nature and Scope of the Study

The literature review found the various deficiencies that question the accuracy of the results in previous studies. It is challengeable to implement the overall cultural heritage strategies to a small district like Dakshina Kannada. A very small group of people are associated with the cultural and heritage development. The study analysed and interpreted the various social and cultural issues of the people of Dakshina Kannada. The socio-cultural manifestations of the people of Dakshina Kannada such as folk dance and music, folk arts and sports and the cultural and religious heritage sited are covered. Since the study encompasses only to Dakshina Kannada district in Karnataka, it is considered to be a micro study in nature. The study is also based on the practical evidence gathered through the field study; it is empirical research also.

But the major focus of the study is based on cultural heritage and promotion of tourism in Dakshina Kannada and the government role in promoting the cultural heritages of Dakshina Kannada. The overall study is confined to the Dakshina Kannada only and limited to the cultural products, viz. Yakshagana, Bhuthakola, Nagaradhane, Fairs and Festivals, Kambala and Local Cuisine.

8. Research Methodology

The validity of any research will be based on the systematic method of data collection and analysis. For the study, both primary and secondary data were collected and analyzed.

This study used an extensive direct questionnaire based survey. The sample is drawn from the tourists, government and local people.

a) Primary Data: Primary data is collected through interview, observation, discussion and questionnaire techniques**.**

With the help of review of literature, research problem was formulated. After the formulation of the problem, the questionnaire was framed to collect the data.

b) **Secondary Data:** The required secondary data were collected from the published annual reports, brochures, journals, reports, websites, magazines, other related articles and text books.

Design of Questionnaire

A well-structured questionnaire was prepared for the collection of the data from the respondents. Five point Likert scale were included in the questionnaire to ensure higher statistical variability among the survey responses. The questionnaire was tested with validity and reliability test. The feedback of the final questionnaire was administered after making some modifications.

Sampling Design

All the five Taluks of Dakshina Kannada district namely Mangalore, Bantwal, Puttur and Sullia, Belthangady are considered for this study. The sample was drawn from these five taluks in Dakshina Kannada by convenience sampling method with the sample size of 300. The questionnaires were distributed by the researcher directly to the tourists, local people, tourism industry and government officials concerned and also Information is collected through email. The data and the opinion will be collected through a well-designed questionnaire. The sample respondents were selected based on convenience and perceptions were taken for analysis. The data were analyzed and interpreted by using the statistical tools.

Data Processing and Analysis

First part of the study included concepts and ideas of cultural heritage and tourism data collected from the secondary source. Information gathered from the various literature and the secondary sources. Discussions with the subject expertise considered and validated for the purpose of study.

Second part of the study based on the empirical data which collected to fulfill the objectives of the study through a questionnaire. Proper statistical methods are used for the analysis of data. The profile of the respondents, perception of tourists, local people and the government are evaluated on 5 point Likert Scale with the help of tables, charts, diagrams. The analysed data is presented in the tabular/graphical forms. Using analysed data, the important observations have been recorded apart from drawing inferences. These inferences are used to meet the objectives of the study. Depending upon the major observations, certain interpretations are made and recommendations have been given**.**

9. Limitations of the study

It is necessary to point out here it that the present study suffers from certain limitations because of the difficulties encountered during investigation. Despite all possible efforts to make the analysis more comprehensive and scientific, a study of the present kind is bound to have certain limitations. They're mentioned here as under:

a. To keep the present study within manageable limits, it is intentionally confined to the Dakshina Kannada district.
b. The researcher has selected certain cultural heritage products like, Yakshagana, Bhuthakola, Nagaradhane, Fairs and Festivals, Kambala and Local Cuisine for this study, as such, the other products of cultural heritage are kept out of the purview of the study.
c. The sample drawn from among tourists, local people, tourism industry and the government were on convenience basis. It is felt it is impossible for the investigator to contact the total population to generate data. Hence, the researcher contacted as many respondents as possible to obtain data, which is a representative sample for the study.
d. The analysis of data had been done based on opinions, observations, and perceptions of respondents. In such cases, the results, at best, are near to the truth. However, an honest attempt is made to report and analyse the perceptions of respondents on various aspects of cultural heritage and promotion of tourism as objectively as possible without any bias.

10. Layout of the thesis

On the basis of the objectives of research, the present study has been presented in five chapters along with the tables, figures and annexures to support the research analysis and the findings of the research. Questionnaire was used to collect the primary data which is appended to the thesis.

Chapter I: Introduction

Chapter II: Conceptual Framework

Chapter III: Cultural Heritage Products an Overview

Chapter IV: Analysis and Interpretation of the data

Chapter V: Summary of Findings, Suggestions and Conclusion

11. Cultural Heritage and Tourism Products of Dakshina Kannada

The studies on the social and religious aspects of various people living in particular region not only indicate their ancient traditional character but also indicate how people are facing the process of modernization.

Dakshina Kannada (erstwhile SouthKanara) is one of the three coastal districts of Karnataka State with a geographical area of4859 sq. Km. Located between the foothills of Western Ghats in the east and Arabian sea in the west, it is bordered by Udupi District to the north, Chikkamagaluru district to the northeast,Hassan District to the east, Kodagu to the southeast, and Kasaragod District in Kerala to the south. The district has five taluks namely, Bantwal, Belthangady, Mangaluru, Puttur and Sullia. Mangaluru city is the district headquarters and the main city of the district. Mangaluru is also one of the main port cities of Karnataka State. The district is blessed with abundant rainfall, fertile soil, and lush vegetation. Pristine beaches, picturesque mountain ranges, temple towns, and rich culture makes it a sought after tourist destination.

i) Nagaradhane

Nagaradhane is a cultural and religious practice observed in Dakshina Kannada. It is a ritual dedicated to serpentine deities. It involves worshipping snake idols and seeking their blessings for protection and well-being.

ii) Bhutha Kola:

"Bhuthakola" is a unique and traditional ritualistic practice prevalent in certain coastal regions of Karnataka. Rooted in folk culture, Bhuthakola involves the worship of spirit deities, locally known as "Bhutas", believed to protect communities from malevolent forces. The rituals often include vibrant performances, music and elaborate ceremonies aimed at appeasing these spirits. Exploring the cultural significance, historical context and the impact of modernization on Bhuthakola rituals can provide valuable insights into the rich cultural heritage of the region.

iii) Kambala:

Kambala, a traditional buffalo race that takes place in the Dakshina Kannada district of Karnataka. It involves pairs of buffalos and their handlers racing through a paddy field. Kambala is a cultural and sporting event usually held during the harvest season and is deeply rooted in the local agricultural traditions of the region.

iv) Yakshagana

Yakshagana is a traditional dance drama in Dakshina Kannada district, characterised, by vibrant costumes, lively music, and mythological themes.it has deep cultural roots in the region. Yakshagana is a night-long dance and drama performance practiced in Tulu Nadu with great fanfare.

v) Fairs and Festivals:

The people of Dakshina Kannada also celebrate traditional Hindu festivals like Bisu, Yugadi (Ugadi), Krishna Janmashtami, Ganesha Chaturthi, Navaratri (Dasara), Deepavali, Aati Hunime, etc.[i]

vi) Dakshina Kannada Cuisine

Some of the well-known Tuluva community dishes in this district include Kori Rotti (dry rice flakes dipped in chicken gravy), Bangude Pulimunchi (spicy sour silver-grey mackerels), Beeja-Manoli Upkari, Neer dosa, Boothai Gasi and Kadubu. In Coastal Karnataka, the Mangalorean Fish Curry is a popular dish. The Konkani community's specialties include Daali thoy, Bibbe-upkari (cashew based), Val Val, Avnas ambe sasam, Kadgi chakko, Paagila podi, Malpuri, Patrode and Chane gashi. Mangalore bajji, also known as Golibaje, is a popular snack made from maida, curd, rice flour, chopped onion, coriander leaves, coconut, cumin, green chillies, and salt. Tulu vegetarian cuisine in Mangalore, also known as Udupi cuisine, is known and liked throughout the state and the coastal region.[8] Being a coastal district, fish forms the staple diet of most people.[9]

The Beary community have their own unique dishes. Pattir, Pole, Pulchepole, Kalthappa, Aapa, Neyyappa, Neypathir, Irmandappa, Pindi, Erchi pindi, Kunji pindi, and Vodupole are some of the traditional breakfasts and are primarily made from rice. Various dishes made from fresh or dried fish are also extensively consumed. Molavtanni made from lentils or sprouted pulses is the traditional soup usually eaten along with rice. Kakka is the traditional gravy made from fish, chicken, egg or mutton. Like in other coastal cuisine, coconut and its products form integral part of the Beary cuisine.

Mangalorean Catholics' Sanna-Dukra Maas ("Sanna" means Idli fluffed with toddy or yeast and "Dukra Maas" means Pork) Pork Bafat and Sorpotel.[10] Pickles such as Happala,

Sandige and Puli munchi are unique to Mangalore.

12. Analysis and interpretation of data

The profile of the respondents, perception of tourists, local people and the government are evaluated on 5-point Likert Scale with the help of tables, charts, diagrams, and SPSS descriptive statistics involves percentage calculations and inferential statistics is based on analysis of variances (ANOVA) were used for the data analysis.

Demographic profile of the respondents and respondent's perceptions are analysed in-order to draw logical and meaningful conclusion.

This chapter presents analysis of the field data. The data collected from the study areas were tabulated and analysed under the twelve broad categories with three main parts. These issues were drawn from the questionnaires which were used as testing tools. The broad issues includes: 1.General Information about the Respondents (Tourists), 2.Perceptions on Yakshagana, 3.Perceptions on Kambala, 4.Perceptions on Bhuthakola, 5. Perceptions on Local Food, 6.Perceptions on Fairs and Festivals, 7.Perceptions on Nagaradhane as a cultural tourism product, 8. Perceptions on Temple, Churches, Mosques as tourism products, 9. Perceptions on Impact on Tourism on Dakshina Kannada and its Culture, 10. Perceptions on Local Support for further Cultural and Heritage Tourism Development in Dakshina Kannada, 11. Perceptions on the Role of Local People in Promoting and Developing of Cultural Heritage Tourism, 12. Perceptions on General and Miscellaneous Tourism Issues. The profile of the respondents, perception of tourists, local people and the government are evaluated on 5-point Likert Scale with the help of tables, charts, diagrams and SPSS descriptive statistics involves percentage calculations.

13. Major Findings

This research had six objectives to be accomplished. Discussions have been made in connection with these objectives of the present study. Based on the data analysis and interpretation, the following is the Summary of Findings**:**

- It is found in the study that the majority (77.7%) of the respondents are male.
- The study found that majority (61.7%) of the responds are in the age group of 36-45.

- With regard to the educational background, it is found that 80% of the respondents are graduates.
- Regarding the purpose of visit to Dakshina Kannada, the respondents (31%) stated that they visit this district for the purpose of pilgrimage and closely followed by tourists (30%) interest for a change.
- The respondents (66%) have perceived that Yakshagana is the dance form of erstwhile Dakshina Kannada which helps in knowing Hindu Mythology.
- A vast majority (98.7%) of the respondents have agreed that the stories for Yakshagana are drawn from Ramayana, Mahabharatha, Bhagavatha and other epics of Tulu folk knowledge.
- It is found in the study that majority (99.3%) of the respondents agreed to the statement that Yakshagana helps to carry culture and its importance from generation to generation.
- It is found in the study that majority of the respondents (99%) have agreed that Yakshagana helps in promoting the culture of Dakshina Kannada.
- Majority (89%) of the respondents perceived that Yakshagana is a theatre style performance mainly found in Coastal regions of Karnataka.
- It is agreed by the majority (99%) of the respondents that Kambala is a rural sport of Dakshina Kannada.
- The study found that majority (98.3%) perceived that over 45 races are held annually in Coastal Karnataka during Kambala season.
- A vast majority (76%) of the respomdents perceived that Kambala helps spread the culture of Dakshina Kannada to other regions.
- It is found from the study that almost all the of the respondents (99.3%) have stated that Bhuthakola is a unique culture of Dakshina Kannada attracting tourists.
- A vast majority of the respondents have stated that Bhuthakola helps in promoting rich Cultural Heritage of Dakshina Kannada.
- Seafood and traditional recipe of the region attracts tourists from other places to Dakshina Kannada. This is agreed by 99.7% of the respondents.
- Majority (98.7%) of the respondents have stated that food preparations of Dakshina Kannada varies from region to region and season to season.
- Regarding fairs and festivals held in Dakshina Kannada, 99.6% of the respondents expressed that Mangalore Dussehra attracts to of thecurists towards Dakshina Kannada.

- A vast majority (83.7%) of the respondents perceived that annual fairs in different temples/ daivasthanas, churches and mosques are held which attracts large number of tourists.
- Of the respondents, 98.7% agreed that Nagaradhane is one of the traditions quite unique and different from the other rituals.
- A majority (87.7%), stated that Nagamandala, Ashleha Bali, Dakke Bali are different types of Pujas offered to snakes to appease them.
- People from all over India visit Kukke Subramanya temple to worship the Snake God. This statement is agreed by 98.3% of the respondents.
- A vast majority (97.4%) of the respondents have agreed that people of this region believe in Nagaradhane and give utmost importance.
- The study found that majority (99%) of the respondents agreed for the statement that in Dakshina Kannada there is connection / relation beyween God/Godess and Daiva is the uniqueness of the district.
- Majority (86.6%) of the respondents agree that churches of Dakshina Kannada are unique and projects the culture of the region.
- "Ullala Dargah is visited by tourists belonging to different religions mainly during the Uroos held once in 5 years". This is agreed by 86.4% of the respondents.
- A huge majority (99.4%) of the respondents perceived that Thousand Pillar Jain temple and other Jain Basadis of Moodabidri attracts tourists to Dakshina Kannada.
- According to 90% of the respondents tourism contribute for the economic development in Dakshina Kannada.
- Majority (94.3%) of the respondents perceive that tourism promotes business of hotels, restaurants and other allied industries in Dakshina Kannada.
- Majority of the tourists agreed that Dakshina Kannada is developed and popularised by the tourism activities.
- Majority of the respondents perceive that tourism improves transport and communication facilities.
- Vast majority (99%) of the respondents perceive that Dakshina Kannada area should further plan, manage and sustain cultural heritage tourism's growth.
- Almost all the respondents perceive that promotion of culture and heritage of this region is necessary to increase the number of tourists.

- "People from the local community should be involved in protecting the culture and heritage sites. This is agreed by vast majority (99%) of the respondents.

14. Suggestions

Based on findings of the study the researcher has put forth the following suggestions:

Of course, the other methods of research, viz. personal discussions and observations have also formed as bases to come out with suggestions

- **Investment in Infrastructure**:

  Allocate adequate financial resources for infrastructure development in cultural tourism areas. This includes funding for road improvements, public transportation, sanitation facilities, and more.

- **Heritage Preservation and Restoration**:

  Implement heritage preservation programs to protect historical sites and monuments. This can involve restoration projects, regular maintenance, and ensuring the authenticity of cultural assets.

- **Access and Connectivity**:

  Improve transportation infrastructure, including roads, airports, and public transit systems, to make cultural tourism destinations more accessible to visitors.

- **Visitor Centres and Information Services**:

  Establish visitor centres equipped with information desks, maps, and guides to assist tourists in understanding the local culture and heritage.

- **Sanitation and Waste Management**:

  Develop waste management systems to ensure cleanliness and hygiene in cultural tourism areas. Adequate public restrooms and waste disposal facilities should be available.

- **Promotion of Local Arts and Crafts**:

Support local artisans and craftsmen by creating dedicated spaces for them to showcase and sell their products. This not only preserves traditional skills but also provides economic opportunities.

- **Cultural Festivals and Events**:
  Organize cultural festivals, events, and exhibitions to celebrate local traditions and heritage. These events can attract tourists and generate revenue for the local economy.

- **Interpretive Signage and Information Boards**:
  Install interpretive signage and information boards at historical sites and cultural landmarks to provide educational context for visitors.

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- **Capacity Building**:
  Invest in training and capacity building for local communities involved in cultural tourism. This includes hospitality training, language skills, and entrepreneurship development.

- **Community Involvement**:
  Encourage active participation of local communities in the planning and management of cultural tourism promotion initiatives. Engage them in decision-making processes and ensure that they benefit from tourism activities.

- **Regulation and Zoning**:
  Implement zoning regulations to protect cultural heritage areas from overdevelopment and commercialization. Ensure that new constructions are in harmony with the local architecture and culture.

- **Infrastructure Maintenance**:
  Allocate funds for the ongoing maintenance of cultural tourism infrastructure. Regular upkeep is crucial for preserving the quality and authenticity of the experience.

- **Marketing and Promotion**:

Collaborate with tourism boards and agencies to market cultural tourism destinations effectively. Invest in marketing campaigns to attract a diverse range of tourists.

- **Accessibility for Diverse Audiences**:
  Ensure that cultural tourism infrastructure is accessible to people of all ages and abilities. This includes the provision of ramps, elevators, and other facilities for individuals with disabilities.
- **Sustainability and Conservation**:
  - Implement sustainable practices to protect the environment and cultural heritage. Promote responsible tourism to minimize the negative impact on local resources.
  - By adopting these strategies and actively involving government and local authorities, cultural tourism destinations can not only attract more visitors but also preserve and celebrate their unique cultural heritage, contributing to sustainable economic development and the well-being of local communities.

15. Scope for Further Research

Like any other research this research is not free from limitations. The study may not capture in-depth cultural understanding that qualitative research methods. Descriptive statistics, such as means and percentages, average offer a general overview but lack detailed insights into the cultural elements. Cultural suitability and preference can be subjective, varying from person to person. A quantitative study may not fully capture the subjective experiences and perceptions of tourists. Cultural practices, traditions, and rituals often have deep historical and societal contexts that quantitative data alone may not adequately convey. The sample size in this research was 300 and is not representative of the diverse range of potential tourists, and the findings may not reflect the true suitability of cultural elements so generalizing for the results may not be complete in its true sense. Finally, cultural tourism is dynamic, influenced by changing trends, events, and societal shifts. A quantitative study provides a snapshot of a specific time frame and may not capture the evolving nature of cultural tourism. These limitations open up scope for future work in this research mainly in the form of qualitative research to substantiate the findings of this research.

16. Conclusion

In conclusion, Dakshina Kannada offers a bright scope in cultural tourism due to its rich and diverse cultural heritage, encompassing traditional art forms like Yakshagana and Kambala, spiritual experiences at Temples, Mosques, and Churches, a vibrant array of local festivals and fairs, unique rituals such as Bhuthakola and Nagaradhane, and a deep-rooted connection to local cuisine and cultural traditions. The region's commitment to heritage preservation, collaborative community involvement, and support from the government, coupled with its natural beauty and scenic landscapes, create a welcoming and authentic environment for tourists. With its potential to provide an immersive cultural experience that appeals to a wide range of tourists, Dakshina Kannada is poised to thrive in the field of cultural tourism while contributing to the region's economic growth and cultural preservation.

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19. Details of national/ international paper presentations and publications

Paper Publications:

a) Role of cultural heritage in promotion of tourism: A study on Dakshina Kannada Dist., Karnataka. In review of Research International Recognition Research Journal with ISSN No. 2249-894X.

b) Karnataka Culture & Heritage – With Reference to Tulunadu (Coastal Karnataka): A Study in International Journal of Novel Research and Development (IJNRD) with ISSN: 2456-4184.

c) "Role of Green banking in Promoting Sustainable Tourism – An Investment-centric Approach" in an International Conference with ISBN: 978-93-86256-39-3.

d) "Coastal tourism Management with Special Reference to Beaches of Karnataka".in an International Conference on Remote Sensing and GIS Applications on Coastal Management with ISBN: 978-81-930542-1-5.

Paper Presentations:

a) Presented paper on Influence of "Brand" on the perception of the Individuals in A National level Seminar on "Diverse Challenges for Business Organizations" in Mangalore Academy of Professional Studies (MAPS).

b) Presented a paper on "Factors influencing online buying Behaviour. A Study among the University Students of Karnataka in a two days National Conference on Business Education and Employability: Challenges And New Directions, organised by Dept. Commerce, Mangalore University.

c) Presented a paper on “Influence of Mall Culture on Consumer Behaviour and Buying Behaviour” in a two days National Conference on Business Education and Employability: Challenges and New Directions, organised by Dept. Commerce, Mangalore University.